

MINUTES

**MARKSTAY-WARREN
COMMUNITY DEVELOPMENT CORPORATION**

GENERAL MEETING

**Tuesday March 3rd, 2009
6:00pm**

**MARKSTAY-WARREN COMMUNITY DEVELOPMENT CORPORATION
HEAD OFFICE
21 MAIN ST. S., MARKSTAY, ON**

1. Opening Remarks By Chair

Interim Chair Doug Reynolds chaired the meeting due vacant president position.

2. Roll Call and Meeting Called to Order

Meeting was called to order at 6:10pm.

President/Chair: Vacant
Vice-Chair: Doug Reynolds
Directors: Kenneth Burns
Keith Keeping
Kathy Proulx – arrived at 6:30pm
Daniel Ducharme

Staff: Lorraine Demore, Secretary/CAO
Monica Charron, Intern

3. Disclosure of Pecuniary Interest and General Nature Thereof

None disclosed.

4. Adoption of Minutes

General Meeting minutes dated January 20th, 2009

#2009-03

Moved by: Keith Keeping

Seconded by: Daniel Ducharme

That the General Meeting minutes dated January 20th, 2009 be adopted as circulated.

CARRIED

5. Report from Intern

A. Municipal Directory

The Municipal Directory is off to a good start with a compiled list of residents. This list will be posted in the Post Offices of Warren and Markstay and at the Caisse Populaire in Warren. Residents will be urged to check the list to make sure their information is correct. Residents will be notified in the April newsletter. The front cover needs to focus on the tourism aspect of the Municipality. Action shots of the sled dog races, Warren Fair, ATVing and snowmobiling will be added. A 20% increase was suggested for most ads but the prime ad space will have a higher increase and will sell for \$500 for the back cover and the inside covers will retail for \$400. A suggestion from the Board was to produce all ads in colour to make it more visually appealing. Monica will recalculate the directory costs and advertising prices to offset the new costs.

B. Visitor's Brochure

A Cost analysis was presented to the board along with plan to finish the brochure. A mock-up will be presented to the Board at the next meeting.

C. CDC Info Brochure

A Cost analysis was presented to the board along with plan to finish the brochure. A mock-up will be presented to the Board at the next meeting.

D. CDC Logo

The Board was receptive of the logo, but the slogan needs to be tweaked. The Board feels the slogan needs to be more positive. "Harmonizing the Vision" should be changed to "Catch the Vision." The Board likes the colours of the logo and Monica is going to go back to the graphic designer and get a mock-up of "Markstay – Warren Community Development Corporation" running along the outside of the box.

6. Warren Horse Club Request

Monica will write a letter to the Warren Horse Club informing them of the CDC's decision.

#2009-04

Moved by: Keith Keeping

Seconded by: Dan Ducharme

The CDC accepts a letter from the Warren Horse Club requesting funds for their advertising budget. Further that, the Board will offer free advertising into the Community Newsletter four times a year as well as one Feature of the Month coverage.

CARRIED

7. Healthcare request – formal and defined request for improved healthcare

The 3rd application for the multi-use facility has been completed and it is at the NOHFC. Depending of the project, NOHFC will fund 50% - 90% of the project. The remaining costs need to be fundraised by the Municipality. To demonstrate our commitment to this goal, we need to start fundraising. The Council needs to approach higher levels of government to bring awareness to this project. The CDC can give this project a higher profile but we need to be clear on what Council's complete vision is. We need to inform the public what stage the project is in and what they need to do to help us. A fundraising idea of a barnyard dance was suggested. Ideally, this fundraiser will take place on June

19th, 2009 in conjunction with the Warren Fair. If this weekend is not feasible, the Labour Day weekend is another option. A subcommittee needs to be formed with representation from the CDC, the Recreation Committee, the Fireman's Association and the Agricultural Society. A message will also appear in the April newsletter asking residents if they would like to be a part of the committee. To begin on this project, Kathy will contact Bob Amyotte (member of the Agricultural Society) to see if they would support this fundraiser. The CDC needs the Council to financially support the initial fundraising costs so a plan and budget needs to be presented to Council on March 18th, 2009 and Monica will work on this. Through the April newsletter, the residents need to be informed of the fundraiser. Through the different committees taking part in this fundraiser, word of mouth will also increase the resident's awareness. Monica will need to research possible funding for community events and contact local radio stations to inquire about local talent and sponsorship. This event will show the transparency of Council and the common goal of all committees in the community.

8. New Business

The Municipality website needs to be updated in a couple areas. The Special Events Coordinator position is still on the website.

9. Adjournment and date of next meeting

The next meeting will focus on the fundraising event's action plan.

#2009-05

Moved by: Kathy Proulx

Seconded by: Dan Ducharme

That the Markstay-Warren Community Development Corporation adjourned its proceedings at 7:40pm until the next meeting to be held on March 19, 2009 at 6:00pm.

CARRIED

Doug Reynolds – Vice Chair

Lorraine Demore - Secretary